December 10, 1981

Bally Software Suppliers

Re: Edge tags for your software productions present and future

Gentlemen,

I can produce various styles of tags that can be used in marketing your software. I have been marketing sets of edge tags for the existing Bally Videocades. I have at present edge tags for "Best of Arcadian" in production for Robert Fabris. The tags are made of a 4mill polyester base with a 1mill polyester clear cover sheet, very wear resistant and resistant to peel.

I am able to produce them in large quantities or in short run orders. I am writing to each of you in this way to let you know of my services and to send you the enclosed samples. Ideally, several of you would wish a quantity of tags for your software. The more orders that I can pool together, the better prices I can get. A quantity order of 500 edge tags at present would cost $125.00 or .25 each, including artwork and negative costs. I don't believe many of you could handle that kind of quantity at present. So if we could spread that quantity between several of you the price to each of you would go down.

As you can see, for these samples I cribed artwork from some of your adds and used names of other programs. Each of you would have artwork customized to your own likes. The savings I talked of earlier would be because of combining the artwork together to produce the tags. Also a larger order could be done on automated machinery. I believe a reasonable price would be in the .10 to .15 range each for edge tags. The larger tags per my sample would cost proportionately more. As you will note, every square inch has a use. The window cutout on the larger cassette tag could be used for a cassette box tag.

Please send me any inquiries you may have. This proposal could go together rather fast. Possibly to coincide with Robert Fabris marketing ideas.

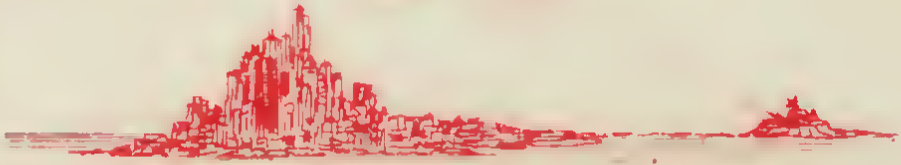
Thank you for your time. Hope to hear from you soon.

Sincerely,

Roger Saunders

Roger Saunders

ICBM ATTACK



SPECTRE SYSTEMS ★ 7740 Littlefield Blvd ★ Dearborn, Michigan ★ 48126

SPECTRE SYSTEMS

ICBM ATTACK

SPECTRE SYSTEMS ★ 7740 Littlefield Blvd ★ Dearborn, Michigan ★ 48126

SPECTRE SYSTEMS

ICBM ATTACK

Quality programs for the Bally™

SPECTRE SYSTEMS

BEST OF ARCADIAN '81

Best of Arcadian 1981

BEST OF ARCADIAN '81

SUPER SLOT

SPACE CHECKERS, CLAIM JUMPER, CRAZY BALL, AIR RAID

CHRISTMAS MUSIC

Football Super Craps

THE MUMMYS TREASURE, FOOTBALL

STARSHIP BALLY

SPACE CHECKERS, CLAIM JUMPER

Smack-up ★ Reverse

ROGER SAUNDERS

304N.E.55th

Portland,Or. 97213

CHRISTMAS MUSIC

27 CHRISTMAS CAROLS

Super Software

Box 702

Plainfield NJ 07061-0702

GEORGE MOSES CO.

ROBOT ALERT ★ SIMON SAYS

STARSHIP BALLY—Hustle

Smack-up ★ Reverse